



Arizona Newspapers Association  
1835 W Adams St.  
Phoenix, AZ 85007  
P: (602) 261-7655  
<http://ananews.com>  
Twitter: @ananewsflash

## PRESS RELEASE

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Contact: Julie O'Keefe  
Title: Communications Manager  
E-mail: [j.okeefe@ananews.com](mailto:j.okeefe@ananews.com)

# ANA Announces 2021 Excellence in Advertising Award Winners

This year, 25 newspapers entered in the Excellence in Advertising contest for a total of 312 entries. The Excellence in Advertising Contest consists of 10 categories, eight of which earn points for General Excellence in Advertising and Newspaper of the Year. A special thank you to the Oregon Newspaper Publishers Association for judging the entries this year.

Attached is a complete list of winners, they can also be viewed at [ANA's press release page](#) (October 10).

Congratulations to the winners!

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Questions or comments can be sent to [j.okeefe@ananews.com](mailto:j.okeefe@ananews.com)

# Advertising General Excellence

## Division 1: Non-Daily circulation under 3,500

1st Place	Maricopa Monitor	Publisher: Kara Cooper
2nd Place	Coolidge Examiner	Publisher: Donovan Kramer Jr.

## Division 2: Non-Daily circulation 3,500 to 10,000

1st Place	White Mountain Independent	Publisher: Brian Kramer
2nd Place	Casa Grande Dispatch	Co-Publishers: Donovan Kramer Jr., Kara Cooper
3rd Place	Herald/Review	Publisher: Jennifer Sorenson

## Division 3: Non-Daily circulation greater than 10,000

1st Place	Peoria Times	Publisher: Steve Strickbine
2nd Place	Navajo Times	Publisher: Tom Arviso Jr.

## Division 4: Daily circulation under 25,000

1st Place	Today's News-Herald	Publisher: Michael Quinn
2nd Place	Yuma Sun	Publisher: Lisa Reilly

## Division 5: Daily circulation greater than 25,000

1st Place	Arizona Daily Star	Publisher: John D'Orlando
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# Excellence in Advertising Categories

## #1 BEST BLACK & WHITE AD

### Division 1 – Non-Dailies

		Circulation: Under 3,500	Name of Entry
1st Place	Maricopa Monitor	Kathy Dodge, Byron McConnell, Melva Bekis, Olivia Lewis	Casa Grande RV Sales
2nd Place	Coolidge Examiner	Song Ja Haas-Kent, Olivia Lewis, Byron McConnell	City of Coolidge
3rd Place	Eloy Enterprise	Linda Metz, Byron McConnell	Pinal Hispanic Council

### Division 2 & 3 Combined – Non-Dailies

		Circulation: 3,500 – 10,000 & Over 10,000	Name of Entry
1st Place	White Mountain Independent	Tauni Russell, Shannon Bryant	Q Country Business Best Friends
2nd Place	Payson Roundup	Melinda McQuerrey	MHA Doc Talk
3rd Place	Arizona City Independent/Edition	Linda Metz, Melva Bekis	Desert Springs Ranch

### Division 4 & 5 Combined – Dailies

		Circulation: Under 25,000 & Over 25,000	Name of Entry
1st Place	Today's News-Herald	Melissa Jordan, Steve Mock	Dr. Lysdale
2nd Place	Yuma Sun	Jim Foster	Yuma Ballet Academy
3rd Place	Arizona Daily Star	Felipe Lundin	Snowbird Handyman

## #2 BEST COLOR AD

### Division 1 – Non-Dailies

		Circulation: Under 3,500	Name of Entry
1st Place	Maricopa Monitor	Zoe Cooper, Byron McConnell	Cypress Point Retirement Apartments
2nd Place	Florence Reminder and Blade-Tribune	Zoe Cooper, Byron McConnell	Frank Pratt for LD8 House
3rd Place	Coolidge Examiner	Song Ja Haas-Kent, Byron McConnell	Coolidge Unified School District

### Division 2 – Non-Dailies

		Circulation: 3,500 – 10,000	Name of Entry
1st Place	White Mountain Independent	Tauni Russell, Shannon Bryant	Navajo County
2nd Place	Casa Grande Dispatch	Brian Kramer	Cactus Mine
3rd Place	Payson Roundup	Sherrie McQuerrey	Wendy Larchick

## #2 BEST COLOR AD / continued

<b>Division 3 – Non-Dailies</b>		<b>Circulation: Over 10,000</b>	<b>Name of Entry</b>
1st Place	Peoria Times	Nathalie Proulx	HJ Trophies
2nd Place	The Glendale Star	Nathalie Proulx	Healing Edge-Oriental Med Day
3rd Place	Mesa Tribune	Christy Byerly	Culvers grad ad
<b>Division 4 &amp; 5 Combined – Dailies</b>		<b>Circulation: Under 25,000 &amp; Over 25,000</b>	<b>Name of Entry</b>
1st Place	Today's News-Herald	Jackie Berg, Steve Mock, Kiersten Garcia	Bradbury Memorial
2nd Place	Yuma Sun	Cassandra Highers	Library anniversary
3rd Place	Arizona Daily Star	Ben Brown	Paint Kings

## #3 MOST EFFECTIVE USE of PAID SMALL SPACE

<b>Division 1 – Non-Dailies</b>		<b>Circulation: Under 3,500</b>	<b>Name of Entry</b>
1st Place	The Camp Verde Journal	Kyle Larson	Goettls High Desert - Summer Special
2nd Place	Maricopa Monitor	Zoe Cooper, Olivia Lewis	Cypress Point Retirement Community
3rd Place	Eloy Enterprise	Linda Metz, Byron McConnell, Olivia Lewis	Danny's Tires
<b>Division 2 &amp; 3 Combined – Non-Dailies</b>		<b>Circulation: 3,500 – 10,000 &amp; Over 10,000</b>	<b>Name of Entry</b>
1st Place	Green Valley News	Athinia Felix	Wanted
2nd Place	White Mountain Independent	Tauni Russell, Rick Nathan	J&T Wildlife Outdoors
3rd Place	Payson Roundup	Melinda McQuerrey	Southwest Mountain Realty
<b>Division 3 – Non-Dailies</b>		<b>Circulation: Over 10,000</b>	<b>Name of Entry</b>
1st Place	Newspaper name	Person Name	Ad name
2nd Place	Newspaper name	Person Name	Ad name
3rd Place	Newspaper name	Person Name	Ad name
<b>Division 4 &amp; 5 Combined – Dailies</b>		<b>Circulation: Under 25,000 &amp; Over 25,000</b>	<b>Name of Entry</b>
1st Place	Yuma Sun	Jim Foster	76th Silver Spur Rodeo
2nd Place	Today's News-Herald	Ginny Frank, Kiersten Garcia	River City Music
3rd Place	Arizona Daily Star	David Montemayor	Mine Tales

## #4 BEST PUBLIC NOTICE SECTION

<b>Division 1 – Non-Dailies</b>		<b>Circulation: Under 3,500</b>	
1st Place	Florence Reminder and Blade-Tribune	Staff	
2nd Place	Coolidge Examiner	Staff	
3rd Place	Eloy Enterprise	Staff	
<b>Division 2 &amp; 3 Combined – Non-Dailies</b>		<b>Circulation: 3,500 – 10,000 &amp; Over 10,000</b>	
1st Place	The Fountain Hills Times	Tammie Ott, Duke Kirkendoll	
2nd Place	Casa Grande Dispatch	Staff	
3rd Place	Herald/Review	Nancy Bernard	

## #5 BEST SPECIAL SECTION

<b>Division 1 &amp; 2 Combined– Non-Dailies</b>		<b>Circulation: Under 3,500 &amp; 3,500 – 10,000</b>	<b>Name of Entry</b>
1st Place	White Mountain Independent	Staff	Think Pink - Breast Cancer Awareness
2nd Place	Casa Grande Dispatch	Staff	Celebrating FFA Week
3rd Place	Eastern Arizona Courier	Randy Olivaz & Sarah Keith	Honoring Our Heroes
<b>Division 3 – Non-Dailies</b>		<b>Circulation: Over 10,000</b>	<b>Name of Entry</b>
1st Place	West Valley View	Shannon Mead	Newcomers Guide
2nd Place	Navajo Times	Courtney Notah, Derek Deal	Mother's Day Activity Book
3rd Place	Peoria Times	Nathalie Proulx & Staff	Graduation 2020

## **#5 BEST SPECIAL SECTION / continued**

<b>Division 4 &amp; 5 Combined – Dailies</b>		<b>Circulation: Under 25,000 &amp; Over 25,000</b>	<b>Name of Entry</b>
1st Place	Daily Independent	Staff	A Spring Tradition: A tribute to baseball in the valley
2nd Place	Arizona Daily Sun	MacKenzie Chase, Zak Meier, Colleen Brady, Lydia Smith	Emergency Preparedness Guide
3rd Place	Today's News-Herald	Editorial, Sales and Production	Insider Guide

## **#6 BEST ONLINE AD – Static**

<b>Division 2 &amp; 3 Combined – Non-Dailies</b>		<b>Circulation: 3,500 – 10,000 &amp; Over 10,000</b>	<b>Name of Entry</b>
1st Place	The Fountain Hills Times	Duke Kirkendoll	Emerson Art School
2nd Place	Herald/Review	Chelsea Schlarbaum	BioShield
3rd Place	White Mountain Independent	Tauni Russell, Erika Lovegrove, Rick Nathan	Show Low Ford - Christmas Wishes
<b>Division 4 &amp; 5 Combined – Dailies</b>		<b>Circulation: Under 25,000 &amp; Over 25,000</b>	<b>Name of Entry</b>
1st Place	Arizona Daily Star	Alexis Walters	Mask Up Tucson
2nd Place	Today's News-Herald	Steve Mock	Arsenault Arms

## **#7 BEST ONLINE AD – Animated**

<b>ALL DIVISIONS COMBINED</b>			<b>Name of Entry</b>
1st Place	Div 2 - Herald/Review	Chelsea Schlarbaum	Budget Blinds
2nd Place	Div 2 - Casa Grande Dispatch	Wiley Acheson, Diana Coop	Sun Life Family Health Center
3rd Place	Div 5 - Arizona Daily Star	David Montemayor	Subscribe to Stay Connected

## **#8 BEST CLASSIFIED SECTION**

<b>Division 1 &amp; 2 Combined– Non-Dailies</b>		<b>Circulation: Under 3,500 &amp; 3,500 – 10,000</b>
1st Place	Green Valley News	Graham Harrington
2nd Place	Herald/Review	Nancy Bernard
3rd Place	The Fountain Hills Times	Tammie Ott, Duke Kirkendoll
<b>Division 3 &amp; 4 Combined</b>		<b>Non-Dailies Over 10,000 Dailies Under 25,000</b>
1st Place	Div 4 - Today's News-Herald	Kiersten Garcia
2nd Place	Div 3 - Navajo Times	Ophelia Nez
3rd Place	Div 4 - Arizona Daily Sun	Colleen Brady, Bobbie Crosby

## **#9 BEST NEWSPAPER PROMOTION AD, SERIES OR SECTION**

<b>Division 1 – Non-Dailies</b>		<b>Circulation: Under 3,500</b>	<b>Name of Entry</b>
1st Place	Coolidge Examiner	Zoe Cooper, Byron McConnell	Coolidge Examiner 90th anniversary
2nd Place	Eloy Enterprise	Zoe Cooper, Byron McConnell	Eloy Hispanic Heritage
<b>Division 2 – Non-Dailies</b>		<b>Circulation: 3,500 – 10,000</b>	<b>Name of Entry</b>
1st Place	Sedona Red Rock News	Brooke Akridge	Thanks!
2nd Place	Casa Grande Dispatch	Zoe Cooper, Yvonne Pickell, Byron McConnell	Casa Grande Proud
3rd Place	Green Valley News	Graham Harrington	Thanksgiving
<b>Division 3 – Non-Dailies</b>		<b>Circulation: Over 10,000</b>	<b>Name of Entry</b>
1st Place	Mesa Tribune	Christy Byerly	Puzzle Fillers
2nd Place	Navajo Times	Courtney Notah	Navajo Times Free Speech Campaign
3rd Place	Peoria Times	Christy Byerly	Peoria Times paper fillers

**#9 BEST NEWSPAPER PROMOTION AD, SERIES OR SECTION / continued**

<b>Division 4 &amp; 5 Combined – Dailies</b>		<b>Circulation: Under 25,000 &amp; Over 25,000</b>	<b>Name of Entry</b>
1st Place	Arizona Daily Star	David Montemayor	Covid - This is Tucson
2nd Place	Yuma Sun	Sue Cannon	Newspapers Essential Workers
3rd Place	Today's News-Herald	Steve Mock	Special Sections Promotional

**#10 BEST PRO BONO/PUBLIC SERVICE AD**

<b>Division 1 – Non-Dailies</b>		<b>Circulation: Under 3,500</b>	<b>Name of Entry</b>
1st Place	Maricopa Monitor	Zoe Cooper, Byron McConnell	Virtual Political Forum
2nd Place	Florence Reminder and Blade-Tribune	Staff	Florence Jr. Parada
	Eloy Enterprise	Staff	Santa Cruz Valley Union High School 2A Football State Championship

<b>Division 2 – Non-Dailies</b>		<b>Circulation: 3,500 – 10,000</b>	<b>Name of Entry</b>
1st Place	Herald/Review	Kelsey Laggan	Back to School Supply Drive Thru Fair
2nd Place	Casa Grande Dispatch	Staff	Memorial Day
3rd Place	Payson Roundup	Sherrie McQuerrey	Humane Society of Central Arizona

<b>Division 5 – Dailies</b>		<b>Circulation: Over 25,000</b>	<b>Name of Entry</b>
1st Place	Arizona Daily Star	David Montemayor	Arizona Poets

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